1997

	Q1	Q2	1H	Q3	Q4	FY
PM						
Shipments	53,391	60,788	114,178	62,818	58,155	235,152
Promo inv Δ	(400)	(800)	(1,200)	(800)	2,000	-
Other inv Δ	1,500	(300)	1,200	(2,200)	(2,852)	(3,852)
Net	54,491	59,688	114,178	59,818	57,303	231,300
INDUSTRY						
Shipments	110,244	123,598	233,842	128,508	120,566	482,916
Promo inv Δ	(400)	(800)	(1,200)	(800)	2,000	-
Other inv Δ	3,000	(600)	2,400	(4,400)	(7,568)	(9,568)
Net	112,844	122,198	235,042	123,308	114,998	473,348
Shipment Share	**48.43%**	**49.18%**	**48.83%**	**48.88%**	**48.23%**	**48.69%**
Net Share	**48.29%**	**48.84%**	**48.58%**	**48.51%**	**49.83%**	**48.86%**

1998 2RF w/ October Res

July B4G1F; 1.0 Marlboro UL; Flat 2Q 98 Inventory; May Price Increase

	Q1	Q2	1H	Q3	Q4	FY
PM						
Shipments	54,516	53,970	108,486	59,116	47,107	214,709
Promo inv Δ	(2,400)	1,900	(500)	(1,650)	2,150	-
Other inv Δ	619	2,434	3,053	-	(0)	3,053
Net	52,735	58,304	111,039	57,466	49,257	217,762
INDUSTRY						
Shipments	108,225	109,775	218,000	117,167	94,764	429,930
Promo inv Δ	(2,400)	1,900	(500)	(1,650)	2,150	-
Other inv Δ	1,158	5,410	6,568	-	-	6,568
Net	106,983	117,085	224,068	115,517	96,914	436,498
Shipment Share	**50.37%**	**49.16%**	**49.76%**	**50.45%**	**49.71%**	**49.94%**
Net Share	**49.29%**	**49.80%**	**49.56%**	**49.75%**	**50.83%**	**49.89%**
SHARE Δ						
Shipment	1.94%	-0.02%	0.94%	1.57%	1.48%	1.25%
Net	1.00%	0.95%	0.98%	1.24%	1.00%	1.02%
NW INVENTORY						
PM 1997	2.0	3.5		4.5	7.4	
PM 1998	6.8	4.3		4.3	4.3	
IND 1997	4.0	5.8		9.0	16.6	
IND 1998	15.4	10.0		10.0	10.0	

98 Res w/ 400 & 4.3/10
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1997

	Q1	Q2	1H	Q3	Q4	FY
PM						
Shipments	53,391	60,788	114,178	62,818	58,155	235,152
Promo inv Δ	(400)	(800)	(1,200)	(800)	2,000	-
Other inv Δ	1,500	(300)	1,200	(2,200)	(2,852)	(3,852)
Net	54,491	59,688	114,178	59,818	57,303	231,300
INDUSTRY						
Shipments	110,244	123,598	233,842	128,508	120,566	482,916
Promo inv Δ	(400)	(800)	(1,200)	(800)	2,000	-
Other inv Δ	3,000	(600)	2,400	(4,400)	(7,568)	(9,568)
Net	112,844	122,198	235,042	123,308	114,998	473,348
Shipment Share	**48.43%**	**49.18%**	**48.83%**	**48.88%**	**48.23%**	**48.69%**
Net Share	**48.29%**	**48.84%**	**48.58%**	**48.51%**	**49.83%**	**48.86%**

1998 2RF w/ October Res

July B4G1F; 1.0 Marlboro UL; Flat 2Q 98 Inventory; May Price Increase

	Q1	Q2	1H	Q3	Q4	FY
PM						
Shipments	54,516	53,970	108,486	59,116	46,307	213,909
Promo inv Δ	(2,400)	1,900	(500)	(1,650)	2,150	-
Other inv Δ	619	2,434	3,053	-	800	3,853
Net	52,735	58,304	111,039	57,466	49,257	217,762
INDUSTRY						
Shipments	108,225	109,775	218,000	117,167	91,764	426,930
Promo inv Δ	(2,400)	1,900	(500)	(1,650)	2,150	-
Other inv Δ	1,158	5,410	6,568	-	3,000	9,568
Net	106,983	117,085	224,068	115,517	96,914	436,498
Shipment Share	**50.37%**	**49.16%**	**49.76%**	**50.45%**	**50.46%**	**50.10%**
Net Share	**49.29%**	**49.80%**	**49.56%**	**49.75%**	**50.83%**	**49.89%**
SHARE Δ						
Shipment	1.94%	-0.02%	0.94%	1.57%	2.23%	1.41%
Net	1.00%	0.95%	0.98%	1.24%	1.00%	1.02%
NW INVENTORY						
PM 1997	2.0	3.5		4.5	7.4	
PM 1998	6.8	4.3		4.3	3.5	
IND 1997	4.0	5.8		9.0	16.6	
IND 1998	15.4	10.0		10.0	7.0	

98 Res w/ 400 & 4.3/10 & 96

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1997

	Q1	Q2	1H	Q3	Q4	FY
PM						
Shipments	53,391	60,788	114,178	62,818	58,155	235,152
Promo inv Δ	(400)	(800)	(1,200)	(800)	2,000	-
Other inv Δ	1,500	(300)	1,200	(2,200)	(2,852)	(3,852)
Net	54,491	59,688	114,178	59,818	57,303	231,300
INDUSTRY						
Shipments	110,244	123,598	233,842	128,508	120,566	482,916
Promo inv Δ	(400)	(800)	(1,200)	(800)	2,000	-
Other inv Δ	3,000	(600)	2,400	(4,400)	(7,568)	(9,568)
Net	112,844	122,198	235,042	123,308	114,998	473,348
Shipment Share	**48.43%**	**49.18%**	**48.83%**	**48.88%**	**48.23%**	**48.69%**
Net Share	**48.29%**	**48.84%**	**48.58%**	**48.51%**	**49.83%**	**48.86%**

1998 2RF w/ October Res

July B4G1F; 1.0 Marlboro UL; Flat Inventory; May Price Increase

	Q1	Q2	1H	Q3	Q4	FY
PM						
Shipments	54,516	53,970	108,486	59,116	50,160	217,762
Promo inv Δ	(2,400)	1,900	(500)	(1,650)	2,150	-
Other inv Δ	619	2,434	3,053	-	(3,053)	(0)
Net	52,735	58,304	111,039	57,466	49,257	217,762
INDUSTRY						
Shipments	108,225	109,775	218,000	117,167	101,332	436,498
Promo inv Δ	(2,400)	1,900	(500)	(1,650)	2,150	-
Other inv Δ	1,158	5,410	6,568	-	(6,568)	-
Net	106,983	117,085	224,068	115,517	96,914	436,498
Shipment Share	**50.37%**	**49.16%**	**49.76%**	**50.45%**	**49.50%**	**49.89%**
Net Share	**49.29%**	**49.80%**	**49.56%**	**49.75%**	**50.83%**	**49.89%**
SHARE Δ						
Shipment	1.94%	-0.02%	0.94%	1.57%	1.27%	1.19%
Net	1.00%	0.95%	0.98%	1.24%	1.00%	1.02%
NW INVENTORY						
PM 1997	2.0	3.5		4.5	7.4	
PM 1998	6.8	4.3		4.3	7.4	3.1
IND 1997	4.0	5.8		9.0	16.6	47%
IND 1998	15.4	10.0		10.0	16.6	6.6

98 Res w/ 400 & 4.3/10 & 97
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